SON of DRACULA

A UNIVERSAL PICTURE

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LIKE FATHER— LIKE $ON!

"SON OF DRACULA"

brings to the screen all the power...all the thrill-after-thrill terror of its spectacular predecessor...plus the great selling value of the screen's master character creator... LON CHANEY....as Count Dracula...and in a role that has no compare for sensationalism...a revelation in loveliness...LOUISE ALLBRITTON... as Dracula's vampire bride! "SON OF DRACULA" was sired by a box-office champion...back it up with a

CHAMPIONSHIP CAMPAIGN!

CREDITS

Universal Pictures
presents
"SON OF DRACULA"
with
Louise Allbritton - Robert Paige
Evelyn Ankers - Frank Craven
J. Edward Bromberg
Samuel S. Hinds
and the screen's master character creator
LON CHANEY
as Count Dracula

Screen Play ..... Eric Taylor
Original Story ..... Curtis Siodmak

Director of Photography, George Robinson, A.S.C.; Art Direction, John B. Goodman, Martin Obzina; Director of Sound, Bernard B. Brown, Technician, Charles Carroll; Set Decorations, R. A. Gausman, E. R. Robinson; Associate Producer, Donald H. Brown; Film Editor, Saul Goodkind; Gowns, Vera West; Assistant Director, Melville Shyer; Music Score H. J. Salter.

Directed by ..... Robert Siodmak
Produced by ..... Ford Beebe

THE CAST

Frank Stanley ..... Robert Paige
Katherine Caldwell ..... Louise Allbritton
Claire Caldwell ..... Evelyn Ankers
Doctor Brewster ..... Frank Craven
Professor Lazlo ..... J. Edward Bromberg
Judge Simmons ..... Samuel S. Hinds
Madame Zimba ..... Adeline DeWalt Reynolds
Sheriff Dawes ..... Patrick Moriarity
Sarah ..... Etta McDaniel
Colonel Caldwell ..... George Irving
LON CHANEY as Count Dracula

SYNOPSIS

(Not for Publication)

At their plantation, Dark Oaks, Colonel Caldwell (**George Irving**) and his daughter Katherine (**Louise Allbritton**), are entertaining Count Alucard (**Lon Chaney**), whom Katherine had met in Budapest. Katherine's fiance, Frank Stanley (**Robert Paige**), finds that "Alucard" is an alias and her friend Doctor Brewster (**Frank Craven**) suspects Alucard, whose name is "Dracula" spelled backward, of relationship to the infamous vampire.

Suddenly the Colonel is found dead and evidence indicates he has been attacked by a huge bat. Meanwhile, Katherine marries Alucard.

Firing a gun at his rival, Frank sees the bullets pass through him and kill Katherine. Later, Dr. Brewster goes to Dark Oaks and finds Katherine alive and presumably well; but soon after, her body is found in the family vault at Dark Oaks.

Doctor Brewster calls in Professor Lazlo (**J. Edward Bromberg**) for consultation. They agree that Alucard is a vampire—a bloodsucking creature which lives only by night and can assume the form of a bat.

While Alucard unsuccessfully attacks the two men, Katherine has also become a vampire. She reassumes human form and persuades Frank to destroy Alucard and then join her in "immortality." After a desperate struggle, Alucard is destroyed.

Frank decides that the best course is to destroy Katherine as well. He sets fire to the house and Katherine's remains are cremated in the shouldering ruins.

'SON OF DRACULA' BRINGS FEARSOME HORROR LEGEND TO LIFE ON SCREEN

"Son of Dracula," Universal's sensational horror thriller, features (L to R) Robert Paige, Louise Allbritton and Evelyn Ankers. Lon Chaney, the screen's master character creator, has the title role. (Mat 21)

Robert Paige Earns Role in Scare-Film

(Advance)

Singing star of a dozen outstanding musical films, Robert Paige, steps out of the swing field into his first dramatic role as leading man in Universal's horror drama, "Son of Dracula," coming.....to the.....Theatre.

Louise Allbritton, popular and talented film player, has the most important role of her screen career in Universal's chill-drama, "Son of Dracula," in which Lon Chaney portrays the fearsome legendary vampire. Other movie notables in the picture's cast include Robert Paige, Evelyn Ankers, Frank Craven, J. Edward Bromberg and Samuel S. Hinds. Robert Siodmak directed under the associate producership of Ford Beebe.

(Mat 12)

Paige's all-round training in radio and diversified musical screen roles are evidenced in his strong portrayal in the dramatic film. The story finds him coming into conflict with the infamous Count Dracula, after the latter has brought Paige's fiance under his sinister influence.

Robert Paige (Mat A)

Lon Chaney has the Dracula role and Louise Allbritton is the girl.

Paige is an Indiana boy who received his schooling in California and began his professional career as a jack-of-all-trades on the air in Los Angeles. He not only sang on his first radio programs but also assumed another identity as the announcer.

The actor came to pictures from radio, after a brief period as a salesman, and his singing roles on the screen range as far as the lead in Olsen and Johnson's eccentric hit, "Hellzapoppin."

Paige stepped easily into his first serious role, in "Son of Dracula," in which his fellow-players also include Evelyn Ankers, Frank Craven, J. Edward Bromberg and Samuel S. Hinds. Robert Siodmak was the director.

Colorful Player Group Enacts Vampire Drama

(Advance)

Horrendous happenings are scheduled to take place on the screen of the.....Theatre....., when Universal's latest scare-film, "Son of Dracula," will begin its long-awaited engagement. The new shudder-drama, said to contain the same chilling fascination of the original "Dracula" film, features Louise Allbritton, Robert Paige, Evelyn Ankers and Frank Craven. Lon Chaney, known as the screen's master character creator, appears in the title role.

Reviving one of the eeriest of all ancient legends, "Son of Dracula" deals with the ghoulish activities of a descendant of the "vampire" man. Chaney portrays the weird character, a blood-sucking creature which lives only by night and can assume the form of a bat, a werewolf or a wisp of vapor.

Locale of the new drama is an isolated country estate. The mysterious action begins with the arrival of a strange visitor. Deaths follow and the clues point to the telltale marks of the vampire.

Striking Portrayal

Miss Allbritton is said to give a striking character portrayal of the vampire's victim who returns from the tomb to haunt her fiance, portrayed by Paige. Other killings are attempted before the menace is finally destroyed in the blazing ruins of the old mansion.

The cast, which includes J. Edward Bromberg and Samuel S. Hinds, is said to be one of the best ever assembled by Universal for a horror picture. This studio, makers of the "Frankenstein" and other chill movies, has become famous for this type of entertainment.

"Son of Dracula," an original story by Curtis Siodmak, was prepared as a screen play by Eric Taylor. George Robinson was the photographer and the picture was directed by Robert Siodmak.

Ford Beebe was the associate producer.

ACTOR MENACED BY BAT IN APARTMENT

(Current)

Working with a bat during the making of Universal's "horror" drama,, "Son of Dracula," reminded J. Edward Bromberg of the occasion on which he batted a bat around a New York apartment. The actor related the experience to his co-players in the new shudder-film which is now playing at the ..... Theatre.

Several years ago, Bromberg spent a night in a seventh floor apartment belonging to friends, but which had been vacant for some time.

Just after retiring, the actor heard a whirring noise. He turned on the light, to discover a bat floating around the apartment.

Remembering the superstition that bats always light on a person's head, Bromberg grabbed the nearest hat, which happened to be a pith helmet. Then he went to bat—with a broom.

Garbed in pith helmet and pajamas, Bromberg swung the broom until he finally connected with the bat, and dropped the creature out the window.

"I must have been a ridiculous sight," the actor recalled. "But I was never so scared in my life."

"Son of Dracula," with Lon Chaney in the title role, has a notable cast which includes Louise Allbritton, Robert Paige, Evelyn Ankers, Frank Craven and other cinema favorites. The director was Robert Siodmak.

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PICTURE CALLED BLOOD-CURDLING

(Current)

The blood-curdling "vampire" legend which has plagued the imagination for centuries past, is revived again in Universal's "Son of Dracula" now playing at the ..... Theatre. Appearing in the new horror drama are Louise Allbritton, Robert Paige, Evelyn Ankers, Frank Craven, J. Edward Bromberg and Samuel S. Hinds. Lon Chaney, known as the screen's master character creator, has the title role.

"Son of Dracula," an original story by Curtis Siodmak, was scenarized by Eric Taylor. The picture was directed by Robert Siodmak under the associate producership of Ford Beebe.

Lon Chaney, the screen's master character creator, appears as Count Dracula in Universal's "Son of Dracula."

(Mat 13)

Lon Chaney, as the vampire, finds a beautiful victim in the person of Louise Allbritton in Universal's absorbing horror classic, "Son of Dracula."

(Mat 11)

SOLDIERS HONOR EVELYN ANKERS

(Current)

Soldiers at Camp Kohler near Sacramento, Calif., have elected Evelyn Ankers, Universal actress, "the girl we'd most like to see in camp."

Miss Ankers was notified of the honor in a letter she received during the making of "Son of Dracula," the new horror film now at the ..... Theatre. The letter was written by Pvt. Albert J. De Long and was signed by 25 men from Barracks 56.

The actress, incidentally, is in private life the wife of a U. S. Navy yeoman. Her husband is Richard Denning, former actor, who is in the service.

Appearing with Miss Ankers in "Son of Dracula," are Louise Allbritton, Robert Paige, Frank Craven and over screen favorites. Lon Chaney has the title role and the picture was directed by Robert Siodmak.

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'SON OF DRACULA' IS CHILL-PACKED

(Advance)

"Son of Dracula," hailed as one of the most potent screen shockers of recent seasons, comes ..... to the ..... Theatre. The new picture is presented by Universal, makers of the "Frankenstein," "Wolf Man" and other chill dramas including the original "Dracula" film which is still rated one of the outstanding screen thrills of all time.

Lon Chaney has the title role in "Son of Dracula." Louise Allbritton, Robert Paige, Evelyn Ankers and Frank Craven appear in exciting characterizations and the cast is further enhanced by J. Edward Bromberg and Samuel S. Hinds.

Based on the age-old vampire legend, "Son of Dracula" was directed by Robert Siodmak. The associate producer was Ford Beebe.

VAMPIRE MYTH STRIKES NEW TERROR IN 'SON OF DRACULA,' FILM SHOCKER

Robert Paige and Louise Allbritton have impressive romantic roles in Universal's horror drama, "Son of Dracula." (Mat 14)

New Horror Production Has Louise Allbritton

(Review)

Most fearsome monster of the horror archives, the "vampire," came yesterday to the screen of the.....Theatre. The picture, "Son of Dracula," an outstanding event in the shudder cycle, was made by Universal, the studio which became famous for the "Frankenstein," "Wolf Man" and other creepy sensations. Universal made the original "Dracula" film, the spectacular success of its day. The current production will unquestionably achieve the distinction of the earlier project.

Lon Chaney, rightfully heralded as the screen's major character creator, has the title role in the new shocker. Appearing with him in highly dramatic roles are Louise Allbritton, Robert Paige, Evelyn Ankers and Frank Craven. Other distinguished players in the cast are J. Edward Bromberg and Samuel S. Hinds.

Although "Son of Dracula" is not a "continuation" of the previous thriller, it is based mainly on the same ghoulish legend of the vampire, "the terror that goeth by night" to suck the blood of its victims.

Ominous Surroundings

A lonely country estate is the scene of the vampire's depredations and Miss Allbritton is seen as one of his victims. Paige has the role of her fiance. Driven to desperation over her weird demise and mysterious return from the dead, he ends a series of killings by finally destroying the "bat man."

Expert direction by Robert Siodmak and effective photography by cinematographer George Robinson, plus impressive performances by the entire cast, give the picture its gripping, logical appeal. The screen play by Eric Taylor is "strong stuff," excellently done.

Special credit for "Son of Dracula" must be handed to associate producer Ford Beebe.

CHANEY DESCRIBES EERIE FILM ROLE

(Current)

When Lon Chaney's wife wanted to see him in make-up for his role in Universal's horror drama, "Son of Dracula," the actor gave a simple demonstration.

Lon Chaney (Mat B)

In the new film, Chaney plays a descendant of Dracula, who is able to change himself into various forms, including a wisp of smoke.

The actor handed his wife a cigarette and a match.

"Light up, dear," Lon told Mrs. Chaney, "and see me in character."

"Son of Dracula," now at the ..... Theatre, is a movie dramatization of the age-old vampire legend. Appearing with Chaney in the special cast are Louise Allbritton, Robert Paige, Evelyn Ankers, Frank Craven, J. Edward Bromberg and Samuel S. Hinds.

Robert Siodmak directed and the associate producer was Ford Beebe.

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USE GRAVEYARD FOR MOVIE SET

(Advance)

Hungarian inscriptions on tombstones in a graveyard set for Universal's "horror" drama, "Son of Dracula," aroused the curiosity of Robert Paige during production of the picture in which he has hectic battles with a werewolf and a bat.

Paige asked Director Robert Siodmak to translate one of the inscriptions.

"That means 'Rest in peace,'" Siodmak explained.

"Rest in peace?" echoed Paige. "Not on this set!"

"Son of Dracula," featuring Lon Chaney in the title role comes..... to the ..... Theatre. Louise Allbritton, Evelyn Ankers, Frank Craven and other notables are in the distinguished cast.

STUDIO IS FAMOUS FOR HORROR FILMS

(Advance)

Home of "Frankenstein," "Dracula," the "Invisible Man," the "Wolf Man" and other "horror" hits, Universal studio presents its latest super-shocker, "Son of Dracula"..... at the ..... Theatre.

Lon Chaney, title player in "The Wolf Man" who re-created the role in "Frankenstein Meets the Wolf Man," has another outstanding "horror" role in the new film, which has perhaps the strongest cast yet lined up for a chiller-diller.

Two feminine leads are played by Louise Allbritton, important candidate for stardom who has just completed the headline role in "Good Morning, Judge," and Evelyn Ankers, the feminine lead in three previous "horror" dramas.

Robert Paige has the chief romantic role. The supporting cast is headed by three well-known character actors, Frank Craven, J. Edward Bromberg and Samuel S. Hinds.

Robert Siodmak directed "Son of Dracula." Ford Beebe was the associate producer, while George Robinson handled the camera.

"Son of Dracula," Universal's new screen shocker, features (L to R) Louise Allbritton, Lon Chaney and Robert Paige. (Mat 23)

Evelyn Ankers (L) and Louise Allbritton have gripping dramatic roles in Universal's latest horror production, "Son of Dracula" in which they are menaced by the sinister "vampire man." (Mat 22)

Movie Doors Now Open To Taller Actresses

(Advance)

Measuring up to a screen role has become a physical as well as a professional qualification of Hollywood's leading women.

Statistics show that the average player today is taller than her predecessor of several years ago. Wartime movie manpower shortages find more important roles going to actresses and height has become almost a prerequisite for those parts.

Evelyn Ankers (Mat C)

For example, there are two feminine leads—Louise Allbritton and Evelyn Ankers in Universal's "Son of Dracula," a horror drama which once would have been considered exclusively a male province. The new film, featuring Lon Chaney in the title role, comes ..... to the ..... Theatre.

In casting feminine principals together, there are several problems. First, they must not look too much alike, lest the audience become confused. No problem there, however, in the case of "Son of Dracula."

Second, it is preferable not to cast two blondes or two brunettes together, and the Misses Allbritton and Ankers are both blondes. This worry was solved when Louise volunteered to don a black wig, both for contrast to her fellow-player and because dark hair is better suited for her vampirish "psychological" role.

Third, the two must be equal or nearly equal in height. There can be no compromise on this, because the camera exaggerates, rather than equalizes, differences in stature to the definite disadvantage of the shorter girl. Miss Allbritton is five feet, seven inches tall and Miss Ankers only an inch shorter.

In Tall Company

Their height makes Louise and Evelyn well-qualified to appear opposite Chaney and Robert Paige, male principals, who stand six feet, three and one-half inches and six, feet, two, respectively. Their comparatively lofty measurements also give the girls a physical advantage in today's trend toward pictures featuring women in important roles—because a girl has to be tall to move in today's feminine film circles.

Take Katherine Hepburn, at five feet, eight inches, the tallest feminine star. Hedy Lamarr and Alexis Smith are each five feet, seven inches, and Maria Montez and Lucille Ball both stand five feet six and one-half inches.

Story Based On Myth

Both Miss Ankers and Miss Allbritton appear in the most exciting scenes of "Son of Dracula." The story, based on the fantastic vampire myth of the middle ages, reveals the sinister activities of a "bat man" who menaces the occupants of a lonely country estate.

"Son of Dracula" was directed by Robert Siodmak. The associate producer was Ford Beebe.

LON CHANEY VIVIDLY THRILLING AS EVIL SPECTRE IN 'SON OF DRACULA'

PLAYER SHOCKED BY MORGUE SCENE

(Current)

Irish comedian Pat Moriarity received the scare of his life in a realistic morgue scene during production of Universal's new horror drama, "Son of Dracula." The picture is now at the ..... Theatre.

Director Robert Siodmak instructed Moriarity, who plays a sheriff, to cross the morgue, lift the lid of a coffin and look inside.

It was Pat's first sequence in the picture, and he gave the initial rehearsal a rousing climax. He lifted the coffin lid, emitted a yell and fled from the set.

Siodmak had neglected to inform the actor that the coffin contained Louise Allbritton, wearing deathly-pale make-up and lying in complete repose.

Lon Chaney has the title role in "Son of Dracula." The cast also includes Evelyn Ankers, Robert Paige, Frank Craven, J. Edward Bromberg and Samuel S. Hinds. The associate producer was Ford Beebe.

Evelyn Ankers, blonde beauty of the cinema, is a featured player in Universal's "Son of Dracula," sensational horror drama based on the vampire legend.
(Mat 15)

Sensational Role Goes To Louise Allbritton

(Current)

Versatility is expected of a full-fledged star, but versatility on the part of a screen newcomer can mean only two things.

It may be that the young player really has what it takes to be a top box-office personality.

It may also mean that something is lacking on the romantic side, because the usual build-up for feminine stardom begins with a half-dozen or more straight "heart interest" leads. If there's any versatility to be displayed, it comes later—else cynical experts, or vice versa, are suspicious.

In the case of Louise Allbritton, one of the more versatile newcomers to the screen, the question has already been raised—and answered. The tall blonde actress appeared in only seven pictures. She has played, among other things a woman lawyer, aviatrix, interior decorator, radio writer and an enemy agent.

Louise Allbritton
(Mat D)

That Louise lacks nothing romantically was demonstrated when Universal chose her as the girl to take John Wayne away from Marlene Dietrich in "Pittsburgh."

As the result of her refusal to confine herself to romantic roles, Miss Allbritton is well on her way to cinematic importance after only seven starts. She willingly faced her greatest test with a difficult "psychological" role in her eighth picture, Universal's "horror" drama, "Son of Dracula." The new chill-movie is now at the ..... Theatre.

Robert Siodmak, director of the film, advances two reasons for the versatility of the 22-year-old actress. Siodmak is something of a versatile person himself, having been an actor, producer, director, writer and film editor.

"First, Louise has natural adaptability," Siodmak asserts. "Secondly, she has all-round stage experience behind her. At the Pasadena Community Playhouse, an excellent training ground, she played leads in ten productions as widely varied as 'The Merchant of Venice' and 'The Little Foxes.'"

Praised By Director

Siodmak will make no predictions as to the outcome of Miss Allbritton's present effort, the vampirish role in "Son of Dracula." He did say, however, that "I know of no other actress of her age and experience to whom I would have entrusted the characterization."

Lon Chaney has the title role in "Son of Dracula." Other well known performers in the picture are Robert Paige, Evelyn Ankers, Frank Craven, J. Edward Bromberg and Samuel S. Hinds.

Ford Beebe officiated as associate producer.

Film Actor Lauded As Ace Character Creator

(Current)

Lon Chaney has now completed the cycle of the four outstanding "horror" roles of modern motion pictures.

The four most shuddery characterizations, by any standards, are the "Frankenstein Monster," "Dracula," "The Mummy," and "The Wolf Man."

Chaney has played them all, to distinguish himself as the most versatile character actor since the reign of his late father, Lon Chaney, Sr.

His performance as the "Mummy" in "The Mummy's Tomb" won Chaney his present Universal contract. He played the "Monster" in "The Ghost of Frankenstein," originated "The Wolf Man" and portrayed the part again in "Frankenstein Meets the Wolf Man." Now he plays the title role of the vampire in "Son of Dracula." The new horror film, based on the age-old "vampire" legend, is playing currently at the ..... Theatre.

Roles Are Punishing

Only a giant of Chaney's proportions—six feet, three and one-half inches, and weighing 220 pounds—could have absorbed the physical punishment his "horror" assignments have entailed, as well as the tedious hours spent in the studio make-up chair.

In "The Ghost of Frankenstein," for example, Chaney toted 64 pounds in make-up and costume. He was painfully burned, and out of the picture for a week, as a result of an allergy to sponge rubber used in the "Monster" make-up.

Chaney was clubbed with a heavy cane in a fight scene for "The Wolf Man" and was knocked out when a falling crossbeam on the set of "Son of Dracula" struck him on the head.

In comparing the various roles, Chaney himself feels that "Dracula" is more potentially horrifying even than those which required more gruesome make-up. He wears only a bluish-gray grease paint on his face for this role.

Monster Described

"'Dracula' is seen most of the time in human form, although he can change form at will," Chaney states. "I feel that a human monster, with his crafty human mind, is more terrifying than a semi-human beast."

Seen with Chaney in the new screen shocker are Louise Allbritton, Robert Paige, Evelyn Ankers, Frank Craven, J. Edward Bromberg and Samuel S. Hinds. The picture was directed by Robert Siodmak under the associate producership of Ford Beebe.

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BLONDE CHANGES TO BRUNETTE IN DRAMA

(Current)

Blonde Louise Allbritton goes brunette for the first time in her brief screen career to play the feminine lead in Universal's "Son of Dracula" now at the.....Theatre.

A dark wig was ordered for Miss Allbritton partially as a contrast to blonde Evelyn Ankers, who plays her sister, but primarily because she enacts a "psychological" role in the "horror" drama.

A graduate of the Pasadena Community Playhouse, and recently named to the exclusive "Star Ring of 1943," Miss Allbritton is one of the most serious-minded members of the group. She agreed with Ford Beebe, associate producer, that her new dramatic role was better suited for a brunette than a blonde.

"Besides," she added, in feminine fashion. "I'm told it looks very attractive in tests."

"Son of Dracula," in which Lon Chaney plays the title role, also features Louise Allbritton, Robert Paige, Frank Craven, J. Edward Bromberg and Samuel S. Hinds.

The picture was directed by Robert Siodmak.

Home-Towns

Louise Allbritton	Oklahoma, City, Okla.
Robert Paige	Indianapolis, Ind.
Evelyn Ankers	Valparaiso, Chile
Frank Craven	Boston, Mass.
J. Edward Bromberg	Temesvar, Hungary
Samuel S. Hinds	Brooklyn, N. Y.
Lon Chaney	Oklahoma City, Okla.

Louise Allbritton and Lon Chaney in Universal's "Son of Dracula."
(Mat 16)

FRANK CRAVEN IS INTUITIVE ACTOR

(Current)

Two Broadway plays turned down by Frank Craven failed, demonstrating the veteran actor's ability to pick his stage roles expertly.

Trying to outguess the footlight public is a hazardous business at best, but Craven is known as a shrewd judge of prospective Broadway material.

In recent months Craven has been pressed to appear in two likely Broadway vehicles, but he refused both offers. One "flopped" in its New York debut while the other folded after a Boston tryout.

Craven is appearing currently in Universal's much-talked-about horror drama, "Son of Dracula," now at the.....Theatre. Lon Chaney has the title role and the cast includes Louise Allbritton, Robert Paige, Evelyn Ankers, J. Edward Bromberg and Samuel S. Hinds.

Based on the ancient "vampire" legend, "Son of Dracula" was directed by Robert Siodmak. The associate producer was Ford Beebe.

Lon Chaney, the screen's master character creator, gives his most spectacular performance as the sinister "vampire man" in Universal's "Son of Dracula."
(Mat 24)

UNUSUAL LOBBY

For a "different" lobby piece blow up still No. 4 to life size, cut out and mount the figures before the witch's table. Replace the pictured bowl with a real bowl of drab pottery or scarred metal. In the story this is a bowl of blood over which the witch tells fortunes. In your bowl use dry ice in water so that vapor rises, color the water red to look as much like blood as possible. In large letters spot the following copy (from the script) in cut-out balloon to show that the witch speaks them:

"I SEE YOU MARRYING A CORPSE AND LIVING IN A GRAVE!"

Elsewhere on the display use the following selling copy:

Over a bowl of blood the old witch saw the coming of terror! Will this beautiful girl marry the

"SON OF DRACULA" ? ? ?

Spot other sales lines from the display lines on this page as space affords.

NATIONAL SCREEN

has made a trailer that's a seat selling shock!

V

MAKE BAT DISPLAYS

The bat is the insignia of the vampire. Out of black coated cardboard your sign shop can cut many winged figures to represent these creatures. Two strange eyes should be painted in green, and voluptuous mouth in scarlet in the shape of kissing lips. Hang these around the rim of your marquee, and suspend a number from the ceiling. Hidden fan can make them move. By attaching a few to a continuous line from top of your entrance doors to corner of marquee, and attaching line to a motor, you can get the effect of bats flying around above your box office.

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ORIGINAL 'DRACULA' BOOK

Although this is an original story, the action of which has nothing to do with the original book by Bram Stoker, your book dealer should be interested in taking advantage of your date to merchandise the original title.

Tell him this is an opportunity to move unsold copies of "Dracula" off his shelves. Copy angle for a co-op. window should read:

THE 'SON OF DRACULA' CARRIES ON THE TRADITION OF HORROR INTRODUCED IN THE ORIGINAL BOOK (ETC.)

V

A CONTEST IN WHICH CRITIC ASKS READERS TO PREDICT THE FUTURE OF A HOLLYWOOD STAR

The screen presents many new characters to your audiences. The majority of them climb to stardom thru the familiar qualities of Beauty, Personality or Ability. LOUISE ALLBRITTON possesses all three of these. And she adds a fourth . . . a deep and realistic quality of MENACE!

"Son of Dracula" gives her a wider scope for this ability. Critics viewing her work in this film predict future characterizations that will be more realistic and hardbitten than any female star has heretofore attempted. "Allbritton," say the critics, "is born for menacing roles."

All of which suggests a piece of promotion that should appeal to a local dramatic critic.

Pick a critic who is interested in predicting the futures of new stars. Let him read the above comments on Allbritton and be sure you have along a number of Allbritton stills and portraits. Suggest that he conduct a contest (as part of his column or on the drama page) in which he asks the public to make their guess concerning the future of this unusual star.

He should discuss Allbritton, taking his cue from the introductory remarks above. He can follow with discussion of his own predictions in the past. He should repeat the predictions (given above) that Allbritton is destined to become the screen's leading exponent of "hardbitten" roles. THEN HE SHOULD ASK HIS READERS WHO HAVE SEEN ALLBRITTON IN "SON OF DRACULA" (or in other roles) TO MAKE THEIR GUESS AS TO THE FUTURE OF THIS NEW STAR.

Post prizes for the most interesting predictions. Make them of sufficient inducement to appeal to the columnist. This idea will not only be of general interest but it will focus attention on his column.

V

Scenes From Screen's Weirdest Thrill . . . "SON OF DRACULA"

Put over to the readers of your daily newspaper the thrilling highlights of "SON OF DRACULA" with this six column series of captioned mats. Order from your Universal Exchange Exploitation Mat No. SOD-1.

"I see you marrying a ghostly thing that thirsts for blood," the old witch tells Kay (Louise Allbritton) as she foretells the coming of the Son of Dracula to Dark Oaks, a ghostly plantation on the edge of the swamplands.

The presence of Dracula on the plantation is heralded by murder. While Frank and Claire (Robert Paige and Evelyn Ankers) watch Dr. Brewster (Frank Craven) attend the victim, Kay alone knows the trail of terror has just begun.

Irresistibly drawn back to the swampland, Kay holds her first rendezvous with Dracula (Lon Chaney) and agrees to be his mate. With his kiss she too becomes a vampire, cursed with the thirst for blood.

As the murders increase Frank is accused and jailed. He is dazed when Kay, one of the supposed victims, slips like a phantom into his cell. Can she change form? Can she live only at night? Is she a kiss-killer?

Nights of creeping horror leave their trail of mystery . . . the throats of sleeping beauties blazed with the crimson kiss of doom. In Claire's bedroom Dr. Brewster discovers a ghostly clue . . . the mark of bloody lips!!

A pale of horror envelops it! A pall of terror follows it! Can man cope with the supernatural? Can a vampire live forever? The screen's newest and greatest thrill-shocks await you in "SON OF DRACULA."

ALLBRITTON LOBBY PIECE

ALLBRITTON
means
ALL OUT MENACE!

UNIVERSAL PRESENTS
THE SCREEN'S NEW
TEMPTRESS of TERROR

Louise Allbritton
is a fitting partner for
LON CHANEY
in
SON OF DRACULA

The sinister aspect of Louise Allbritton's unusual role in this picture is Box Office Bonanza and should be played up to the hilt. (See stunt headed "CONTEST IN WHICH CRITIC ASKS READERS TO PREDICT FUTURE OF MISS ALLBRITTON").

One way of merchandising this angle is to make a lobby piece along the lines indicated in the accompanying sketch. The photo shot used is a blowup of a still in your regular Exchange Set. Tint it with cold blues, purples and greens for added effect. For a more elaborate display get a selection of Allbritton portraits and stills from other Universal pictures in which she has appeared and, of course, add stills from "Son of Dracula."

V

DICTIONARY TIE UP

Make a novel tie-up with your leading book store combining a display of dictionaries with still and production material from "SON OF DRACULA."

In center and up front close to the window glass, place the largest type of dictionary they sell. Open it to the page describing . . . Vampire. It will read something like this: "A fabulous ghostly being that sucks the blood of the living while they sleep. One who preys on his or her fellow men." Cut-out a square of cardboard to fit the page with a single window so that only the description of this one word can be read by passersby. If necessary, hang a magnifying glass above the copy so as to make it legible from the sidewalk.

Book dealer's tie-in copy naturally deals with the average person's need to look up the meaning of many words.

Your copy ties in with this angle by a headline over your display reading:

WHAT IS A VAMPIRE?

Ribbon leads from this to the definition in your displayed dictionary open at the word. Around this is banked your production stills, using many with the background of the bat . . . and sales copy as follows:

A VAMPIRE'S BRIDE

Red lips thirsting for redder blood!
Pale hands caressing for ghostly love!
Ensloved by the kiss of doom to . . .

"SON OF DRACULA"

V

TEASER GIVE-AWAY

Teaser cards for give-aways will intrigue the imagination if made up according to the sketch herewith. The lips are to be printed in blood red, the wings and copy in black. Copy is as follows:

RED LIPS THIRSTING FOR REDDER BLOOD
BLACK WINGS HOVERING for GHASTLY LOVE

Night-pouncing horror . . . the
Vampire strikes with the
KISS OF DOOM

CAN YOU STAND SHOCK?
CAN YOU TAKE TERROR?

see . . .

"SON OF DRACULA"

V

STREET BALLY

For your bally we suggest two figures, one dressed as Lon Chaney in black flowing cape, black trousers, black shoes, and possibly a black hood with bat wings; the other dressed as Miss Allbritton in long white flowing dress. Girl's face should be absolutely white (make up can kill all complexion, eyebrows, etc.) Her lips however should be livid red. She should be led around with her eyes closed as if in a trance. Copy covering the show can appear on man's back.

V

SILK SCREEN ACCESSORIES

Silk screen means SEAT SELLING SOCK . . . those extra specialty items such as 40x60's, 30x40's, 24x60's and other sizes and shapes, all built for that extra take. See them on display at your local NATIONAL SCREEN EXCHANGE. Ordering them in addition to your regular, dependable, Universal items means additional B.O. insurance!

ACCESSORY ORDER
"SON OF DRACULA"

ITEMS	*Unit Price*	*Quan.*	*Amount*
One Sheet	.15 ea.		
Three Sheet	.45 ea.		
Six Sheet	.90 ea.		
24 Sheet	2.40 ea.		
22 x 28 (Full Color)	.40 ea.		
Eight 11 x 14's	.75 set		
14 x 36 Insert	.25 ea.		
Midget Window Card	.03½ ea.		
Regular Window Card	.07 ea.		
40 x 60 Gelatin	1.00 ea.		
6 x 9 Herald	2.25 M.		
Regular 8x10 Stills	.10 ea.		
	TOTAL		

Manager .....

Theatre .....

Address .....

6x9 HERALD ONE COLOR $2.25 PER M.

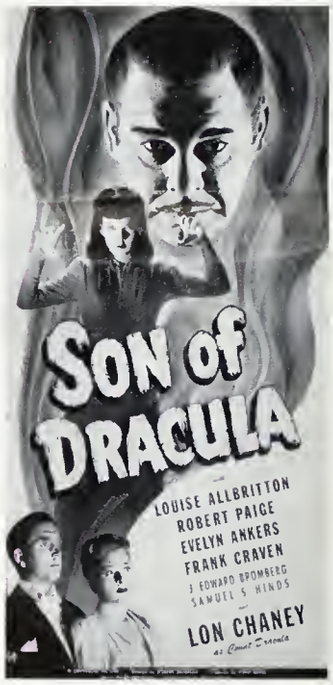
POSTERS

TWENTY-FOUR

ONE

EIGHT 11x14's

SIX



THREE

22x28

40x60

14x36

REGULAR WINDOW CARD

MIDGET WINDOW CARD

Printed in U.S.A.

Screen Play by Eric Taylor Original Story by Curtis Siodmak

Directed by ROBERT SIODMAK A UNIVERSAL PICTURE Produced by FORD BEEBE 3B

Ad No. 3B—3 Col. Mat 45c